

PROTECTION BRAND ROOFING



A TIGHT ROOF

UNDER ALL CONDITIONS
OF WEATHER AND CLIMATE

ASPHALT READY ROOFING CO.
9 CHURCH ST., NEW YORK, N.Y.

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Asphalt Ready Roofing Co.*

PROTECTION BRAND

The Roofing

Without an Exposed Nail-Head



No Leaks at the Joints

ASPHALT READY ROOFING CO.

Sole Manufacturers

9 CHURCH STREET

NEW YORK, U. S. A.

Monongah Glass Co.'s Plant, Fairmont, W. Va.



Roofed with "PROTECTION BRAND" Roofing

PROTECTION BRAND

What a Roof Should Do



WHEN you buy roofing material you want long, satisfactory service. Just how to judge in advance as to what material will give you the best service, we are going to explain. There are many conditions involved—most of them vitally essential no matter what kind of building your roofing is to be placed upon, others more dependent upon location and special use, but all worthy of your deepest consideration.

It is obvious that, first, and foremost, a roofing material should keep water out of a building. Yet it may surprise you to know, if you have not already discovered through experience, that many do not. A good roofing should withstand the action of rain, frost, fumes, smoke and gases. There should be no rusting or corroding—no exposed nail-holes through which leaks can gradually make their way.

To represent a good investment the roofing must be easy and inexpensive to lay, require no painting and be made of a durable material which will wear a long time. With all these requirements in view, after years of scientific experimenting PROTECTION BRAND Roofing was produced. Under severest tests and a decade of

PROTECTION BRAND

actual service under nearly every known condition it has made good where others have failed. The reasons for this follow and will be readily understood by any practical mind.

Why "Protection Brand"

Roofing Lasts



O summarize briefly, these are the specifications which have made PROTECTION BRAND the leading roofing of to-day :

Fibre—Finest Asphalt-saturated felt—supreme among all roofing materials. Unaffected by severest heat, cold,

fumes, gases or smoke.

Coating—The Best Asphalt obtainable.

Surface—Gravel or Sand—giving positive protection against damage from snow, hail, rain and sparks.

Joints—Patented, 6-inch, continuous underlap welded joints. Nails go through underlap only. No nails or nail-holes exposed to weather. Leaking impossible.

Economy—Most anyone can lay it. It does not require constant painting. Inexpensive, considering its tremendous advantages.

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Special Advantages Outlasts shingles and other roofings. Contains no tar to dry out, crack and become punky; no metal to rust and disintegrate or become damaged by gases, vapors or dampness. Being a protection against fire, it lowers insurance.

A Composition Which Defies Time and the Elements



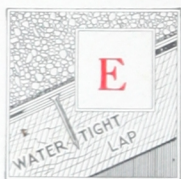
PROTECTION BRAND Roofing is composed of two layers of long fibre-felt—strong, pliable, very carefully selected and tested, which are saturated with Genuine Asphalt waterproofing compound. This Asphalt compound contains no oils of a volatile nature and consequently remains waterproof and pliable, while felts saturated with coal tar or other inferior products often get hard, brittle and have a tendency to crack.

Between the first and second sheets of felt is a layer of Waterproof Asphalt cement and on top of the second sheet is another layer of the same material. To give it further protection, fine sand or gravel is imbedded in the second layer of cement. This especially protects the felt and asphalt during rain and hail-storms, avoids

PROTECTION BRAND

the necessity of continual painting and makes an attractive appearance. Sand or Gravel is the best known roofing surface to withstand the action of frost or ice and to prevent their cutting or breaking the material.

Our Patented 6-Inch Lap Makes Joints Absolutely Tight



ACH roll of this roofing has an underlap of 6 inches (Pat. Nov. 18, '02), which runs the full length of the roll on one side and the full width on one end. This lap is tapered gradually from a considerable thickness, where the section is strongly reinforced for nailing purposes, down to one layer of asphalt felt. In laying, all nails are driven through this 6-inch underlap while the overlapping edge of the next roll, instead of being nailed, is firmly welded down with our asphalt cement which is furnished with the roofing material.

There is no chance for water to get through the joints of the roofing. The directions packed with each roll are simple and easily understood.

We have samples of PROTECTION BRAND Roofing illustrating this unusually effective joint which we will gladly send to anyone on request.

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That you may thoroughly understand it, we give the following illustrations:



FIGURE 1.

Illustrates a sectional side view of the Improved Lap showing the concealed nail and washer securely covered by the overlapping sheet welded to the 6-inch lap (Pat. Nov. 18, '02), with Asphalt Lap Cement.

Method of Laying

Several sheets of the roofing are first put in place and nailed down through the ends and sides of the underlapping sheets; then the overlapping sheets are lifted up and the asphalt cement applied. When this is done the top sheets are pressed into the asphalt cement and securely welded down.

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6 INCH LAP OF ASPHALT-SATURATED FELT

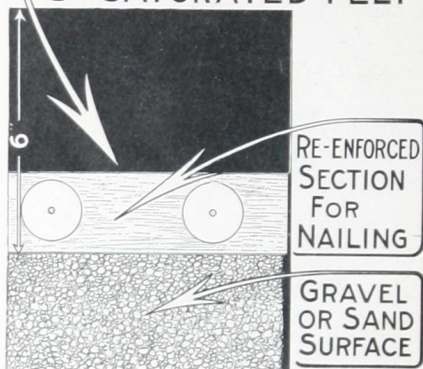


FIGURE 2.

Figure (2) illustrates a section of the Six Inch Unsurfaced Lap before the overlapping sheet is put in place and indicates where the nails should be driven.

FIGURE 3.

Figure (3) illustrates a section of the Tightly Welded Joint with all nails covered.



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How Long Will "Protection Brand" Roofing Last?



THIS is a question often asked us and we can answer by saying that this roofing has been in use for from ten to fifteen years and is in good condition today. The quality of the roofing we are now making is even better than formerly; we learn something every day and it is our constant aim to keep PROTECTION BRAND the best prepared roofing made.

The Length and Width of Rolls. Area They Will Cover

Covering Capacity—Rolls cover 1 square, viz. 100 square feet, exclusive of all laps.

Width—Rolls are 36 inches wide, 30 inches of this width to the weather being surfaced with sand or gravel, and the remaining 6 inches constitute the unsurfaced lap.

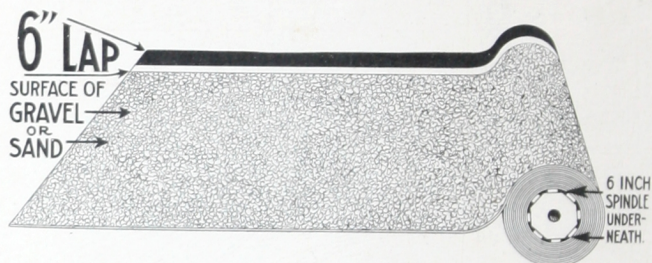
Length—Rolls are 40 feet, 6 inches long; 40 feet to the weather and the remaining 6 inches constitute the unsurfaced end lap to which the overlapping sheet of the next roll is welded.

With each roll we furnish the nails, washers and asphalt cement for the laps.

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We will gladly advise you just how much roofing you require and its exact cost, if you will let us know the length and width of your roof to be covered.

Wound on a 6-inch Spindle



This prevents the cracks and kinks often found in inferior quality roofings, prevents it being damaged in transit and causes it to unroll much more easily in extreme cold weather.

Full directions and all necessary material for laying are sent with each shipment.

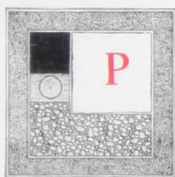
Easy, Quick, Inexpensive to Lay But Permanently Tight

The method of applying is practically the same as laying other roofings, the only difference being to drive the nails through the reinforced section of the 6-inch patented lap instead of the top sheet. To fasten the

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overlapping sheet to the underlapping sheet, the asphalt cement, when heated according to directions, is applied between them, and the two pieces of roofing become firmly welded together.

"Protection Brand" Comes in Two Finishes or Coatings—Sand or Gravel Surface



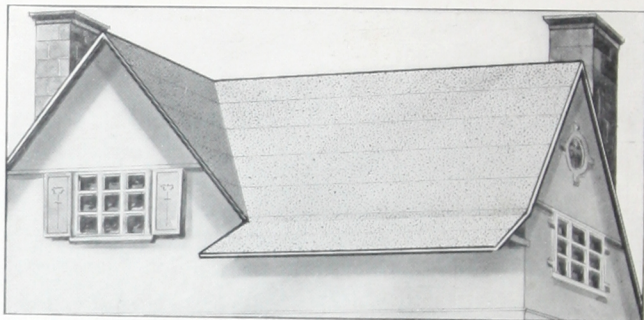
PROTECTION BRAND No. 5 Sand-surfaced roofing is composed as follows:—

1. A layer of Waterproof Asphalt Felt.
2. A layer of Waterproof Asphalt Cement.
3. A second layer of Waterproof Asphalt Felt.
4. A second layer of Waterproof Asphalt Cement.
5. A layer of Sand thoroughly imbedded in the second or top layer of Asphalt Cement by means of heavy compression rollers.

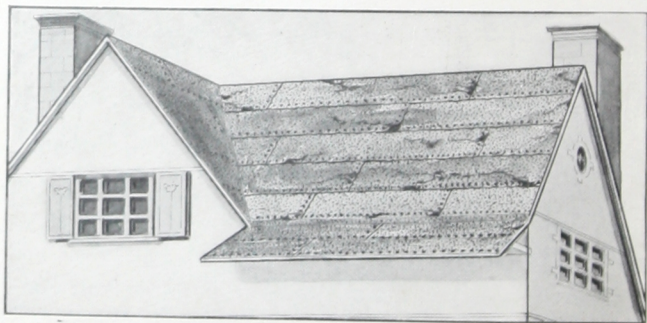
PROTECTION BRAND No. 6 Gravel-surfaced roofing is constructed in the same manner as PROTECTION BRAND No. 5 Sand-surfaced roofing, but instead of having a surface of Sand it is surfaced with a White Sea Gravel.

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Which Would You Prefer?



A roof like this, covered with our PROTECTION BRAND Roofing, joints tight, not a nail-head exposed——



Or, a roof like this, with a lap of two or three inches, nails exposed and the liability of water running through the joints which are not tight?

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Why "Protection Brand" Outlasts Coal Tar Roofing



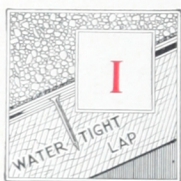
FRESH coal tar contains considerable oil, which gives it softness and elasticity, but this oil is volatile and sooner or later "dries out," leaving a hard, brittle, disintegrated substance behind it. Roofing felt saturated with coal tar gets brittle and "punky," cracking and breaking up under temperature and atmospheric changes.

Asphalt, however, contains no volatile oils, never "dries out," nor gets brittle, flaky or punky. It remains pliable and tough for years. The test of time when applied to PROTECTION BRAND (Asphalt) Roofing has never failed to prove its superiority over others.

We believe that the ethics of business not only justify but demand that the public be warned against the tricks of certain manufacturers of coal-tar roofings who endeavor to deceive purchasers as to the character of their goods. No honest manufacturer will claim coal-tar roofings to be the equal of asphalt roofings. Special care should be taken to see that the *samples* of roofings sent by some makers really represent the goods they have to sell.

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"Protection Brand" Compared With Built-up Tar and Gravel Roofing



IN using a built-up tar and gravel roof, it must be remembered that from the nature of its construction the hot coal tar pitch cannot be applied at a uniform temperature. This causes some parts of the roof to be weak and more susceptible to the elements than those parts which received the hot tar at the proper temperature. There is danger, too, that the materials will be applied unevenly, making the roof too thin in some places and too thick in others.

As the particles of gravel or slag with which built-up tar and gravel roofs are coated are quite large, it is often impossible to sink them deeply in the coating of coal tar pitch.

These objections are true, even when a roofer does his best, and, of course, there is always the added danger that an unscrupulous roofer may slight his work.

On account of the weight of built-up tar and gravel roofs, structures on which they are applied have to be built heavier than if PROTECTION BRAND was used, and this adds materially to the building's cost. A built-up roof is not satisfactory on a steep surface as the pitch

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is apt to slide, leave the felt bare and cause it to wear out quickly.

By using PROTECTION BRAND, a roofing of uniform quality, texture and thickness is assured. Each roll is made by the same process. The sand or gravel is carefully screened and applied in the asphalt composition at a uniform temperature and firmly imbedded in the top coating of asphalt by means of compression rollers. The gravel and sand will therefore remain in place.

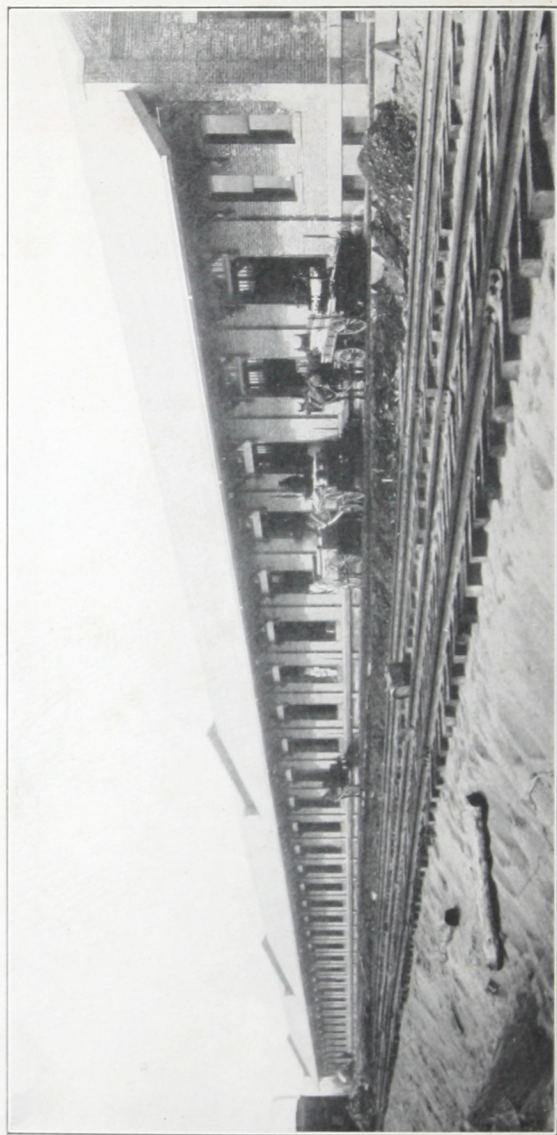
A PROTECTION BRAND Roof not only looks better, but will far outwear a built-up roof.

Roofed with PROTECTION BRAND Roofing



Boston & Albany Railroad Freight House, Boston, Mass.

Lake Shore and Michigan Southern Railway Freight Depot, Toledo, Ohio



Roofed with PROTECTION BRAND Roofing

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The Action of Gases and Dampness on Metal and Shingle Roofs



IN coal regions and in the vicinity of coke ovens and blast furnaces it has been noted that the gases emitted quickly ruin metal roofs and eat the nails in shingle roofs. In both cases the damage is practically irreparable. Many shingles fall to the ground and there is no end to roofing troubles. PROTECTION BRAND Roofing has been successfully used in such regions because the fabric withstands the severest action of gases, and the nails are completely protected under the hermetically-sealed joints.

It has also lasted well on engine and boiler houses where iron roofings rust through and is not harmed by steam or vapors escaping from exhaust pipes because it cannot rust, rot, or corrode.

For the same reasons PROTECTION BRAND has proved the ideal roofing in damp climates. On buildings erected near the seashore it lasts where metal and other roofings give out within a few years.

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Shingles Now of Inferior Quality



It is now practically impossible, except at a prohibitive price and much trouble, to obtain the quality in shingles which twenty or thirty years ago made shingle roofs so popular.

The constantly upward trend in the cost of lumber could only be met in a measure by the use of inferior stock. This naturally has greatly reduced their length of service, and made the use of shingle roofs extremely unprofitable as well as unsatisfactory.

Many Are Tired of Shingles



NE of our customers writes:—

"I applied shingles on a roof at one time but in a few years they cracked so that I had to replace them. The new shingle roof has been on for about three years, but it is leaking so that I am thinking of replacing it with your roofing. About nine years ago I applied your roofing on a building and I do not see why it should not last nine years more."

The cost of laying PROTECTION BRAND Roofing is much less than that of laying shingles. Even if

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shingles are purchased at bargain prices, the cost of applying them cannot be reduced below its proper limit. Much less time is consumed in laying PROTECTION BRAND Roofing and consequently the cost of labor in applying it is greatly reduced.

Inside Information on Smooth Surfaced Roofings

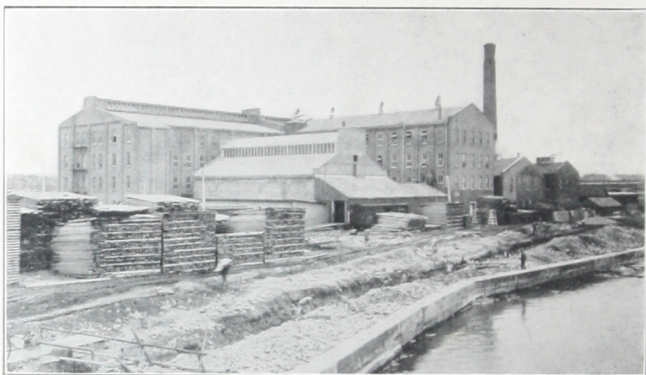


WHILE smooth surfaced roofings may have some good points (in fact we make them), still they cannot compare with the all-around qualities of PROTECTION BRAND Roofing. They are made with but one sheet of felt and have only one exceedingly light coating which wears quickly and makes painting constantly necessary. But to make a bad matter worse, rather than to improve smooth surfaced roofings, many manufacturers aim continually to make them cheaper. The result is a depreciation in quality which is becoming more and more apparent. The present price of many of these roofings is below the actual cost at which it is possible to manufacture a good roof—no matter what facilities the manufacturer may have or how smart he may be.

Deduct a reasonable profit and you will appreciate how the buyer of such roofings must suffer as a consequence of his purchase.

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Roofed with
PROTECTION BRAND Roofing



Diamond Match Co 's Building, Oswego, N. Y.



Station, Wheeling & Lake Erie Ry., Zanesville, Ohio

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Other Faults of Smooth Surfaced Roofs

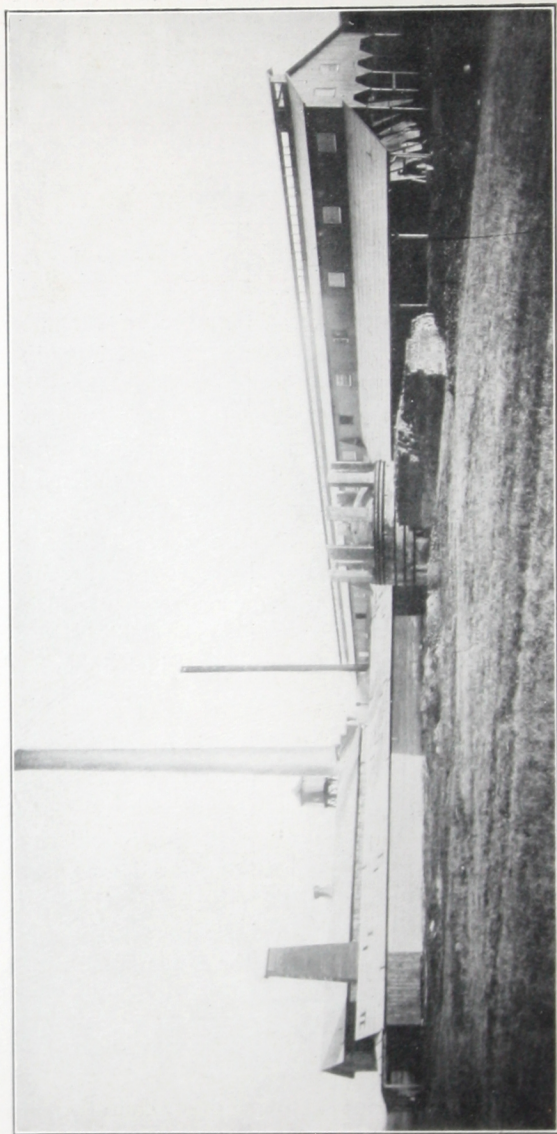


HERE are a number of other weaknesses in smooth-surfaced ready-roofings. One of these is the difficulty to get the material to lay smoothly, which has a tendency to make it buckle, or form corrugations. The life of the roof is, in this way, greatly lessened, because where buckles or corrugations appear the material wears out much more rapidly. A buckled roof is also frequently damaged by hail. During a severe hail-storm hail is likely to puncture many parts of the roofing which have buckled and ruin the entire roof.

All smooth-surfaced ready-roofings require painting every few years. The manufacturers naturally recommend paint of their own make for this purpose, and they usually receive a high price for it. In considering the advisability of using any smooth-surfaced ready-roofing, it should be borne in mind that the first cost is perhaps the smallest. Smooth-surfaced ready-roofings must be painted and coated, otherwise their manufacturers usually refuse to guarantee them.

These ready-roofings are also weak in the manner in which the laps are made. In most ready roofings the method of making laps is to overlap about two inches,

Ashaway Brick Co.'s Plant, Ashaway, Rhode Island



Roofed with PROTECTION BRAND Roofing

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apply paint and *nail through the top lap*. In some cases paint is applied over the nail-heads. This method is faulty. No matter what the construction of the roofing or the quality, the surface at the laps is punctured every two or three inches. Should the sun draw up a nail there is a leak. Should the laps open there will be numerous leaks. Neither liquid cement nor paint can thoroughly weld the laps together.

When ready roofings are laid in this faulty manner with nails exposed, the nails can be readily attacked by chemicals, acids, gases, fumes from coke ovens, smoke from soft coal, rain, snow and dampness; which causes them to rust, corrode and deteriorate in a short time.

“Protection Brand” Won’t Slide Under Severest Heat

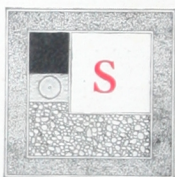
Due to the asphalt composition in PROTECTION BRAND Roofing, which has a high melting point, it will withstand the hottest rays of the sun. This is a great advantage over built-up roofs usually made of coal tar which has a lower melting point. As a result of this, their coatings of pitch and gravel often slide off and leave the felt bare and unprotected when laid on a steep surface.

The coating on PROTECTION BRAND Roofing will not slide, no matter how steep the pitch of the roof may be. Instead of being affected by the heat, it keeps

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buildings much cooler in summer than those covered with metal roofs. In winter it keeps out the cold and wind as there are no openings in the roof such as are unavoidable in shingle roofs, and prepared roofings whose joints are not tight.

Never Damaged by Snow—The Great Leak-Maker



NOW, especially when thawing, lies on the roof like a huge wet blanket. Often it is a bigger leak-maker than driving rain, as the water in rain-storms usually runs off quickly. After a heavy snow-storm the snow slowly melts and it usually remains on the roof for a considerable time. The weak spots in ordinary roofings are thus still further weakened and the water is often apt to get through at the perforations when the nails are exposed.

There is another instance in which snow does irreparable damage. Frequently the heat inside of a house will cause snow to melt and slide toward the edge of the roof or gutter, where it quickly freezes. More snow slides down and is banked by the frozen surface beneath. In thawing, a small pool of water is often formed, which is bound to leak through exposed nail-holes or any joints that are not tight.

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PROTECTION BRAND Roofing prevents these troubles. Water cannot possibly go through at any point.

It Pays To Buy Good Roofing

Trying to save by the use of cheap, low-grade roofings is a poor policy. Constant painting to maintain them gradually increases the cost beyond the price of the better grade. To neglect the constant painting required by such roofings nearly always results in leaks. This means expensive repair bills and frequently great loss by damage to the building and contents.

Like many other things, you can buy numerous qualities of roofings; but the cheapest in the end is the grade that effectively answers the purpose for which it was bought, without additional expenditures for repairs.

“Protection Brand” Roofing Is Inexpensive; Requires No Paint

Despite its many advantages over others, PROTECTION BRAND Roofing is not high priced. Its cost per square foot per year is the lowest of any, because it does not need continual painting as do other roofings. Once properly laid the cost is over.

Engineering Specialty Co.'s Building, Stamford, Conn.

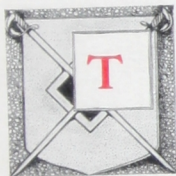


Roofed with PROTECTION BRAND Roofing

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Considering the care and exceedingly high grade of asphalts and felts used in manufacturing PROTECTION BRAND Roofing its price is exceptionally low.

To Prolong the Life of Old Shingle, Metal or Felt Roofs, Lay "Pro- tection Brand" Over Them



HIS is often desirable, as it avoids the expense of taking off the old covering and the inconvenience of having the roof open.

When you wish to use PROTECTION BRAND Roofing for this purpose, always mention the fact at the time of ordering, as we furnish extra long nails when shingles are to be covered.

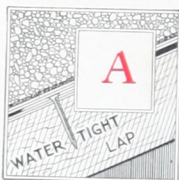
A Fire Retardent—Insurance Reduced

On account of the Fire Resisting qualities of PROTECTION BRAND Roofing, buildings covered with it take a much lower insurance rate than buildings covered with shingles.

PROTECTION BRAND Roofing protects your building from fire. It will not burn when sparks and cinders fall upon it.

PROTECTION BRAND

Wherein "Protection Brand" is Superior to Other Roofings



SIDE from the exclusive joint feature just explained, the materials which go into PROTECTION BRAND Roofing and the purposes each serve so well are abundant evidence of its value as a roofing.

Asphalt is well known for its durability—for its resistance to heat and cold, and for its waterproof qualities—else it never would have been so extensively used in place of coal-tar for paving purposes. Felt saturated with Asphalt makes a material admirably adapted for roofing, being durable and absolutely waterproof. It remains pliable and virtually unaffected by any condition of atmosphere or weather for years.

In recognition of these combined virtues, which PROTECTION BRAND Roofing alone offers, its use is becoming more universal every day by leading railroad companies, manufacturing concerns and other consumers, whose costly and unsatisfactory experiences with other roofings—which leak at the joints—have finally led them into the light.

Protection Brand has *all* the advantages offered by all other composition roofings combined.

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"Protection Brand" is Tight Even when Laid Perpendicularly to the Eaves

On very steep roofs it is often a measure of convenience and economy to lay prepared roofing perpendicular to (instead of parallel with) the eaves. While this is a method of laying that cannot ordinarily be recommended, it can be performed with PROTECTION BRAND Roofing with perfect safety.

With any roofing having less perfect joints than are given in the bottle-tight, 6-inch lap of PROTECTION BRAND, the perpendicular method of laying may lead to trouble. But with PROTECTION BRAND it makes little difference. The joint is so perfect, so tight and so permanent that water *cannot* get in under any conditions.

Roofings having narrow laps, or laps that are not welded or cemented together in the thorough fashion of PROTECTION BRAND, are liable to leak in a little while, even though tight at first. But the mechanically-perfect joint of PROTECTION BRAND with its impermeable seal of tough, elastic, asphalt cement, is proof against the rain, snow, ice, slush, or any of their combinations; proof against alternations of frost and thaw; proof against summer heat and winter cold.

PROTECTION BRAND

Guard Against Misrepresentations and Loop-holed Guarantees



EXPERIENCE is a costly teacher in the selection of roofings. It therefore behooves every purchaser of prepared roofings to use the utmost caution in buying. Many roofings are indifferent in quality—some practically worthless; yet their sale continues mainly by reason of the sweeping and baseless claims, made through the use of glittering generalities by the manufacturers in their advertisements, and through their salesmen. Guarantees fully provided with loop-hole escapes are also frequently resorted to in enticing the unwary. Where low price constitutes the principal argument, inferiority *must* be evident.

We have built our success on the policy that, in the long run, *quality* will win out against mere low price.

We have endeavored to show, step by step, sincerely and specifically, just how PROTECTION BRAND has merited its popularity—why it is now enjoying such country-wide use; and we believe you will agree with us that every argument we have used is sound and convincing.

ASPHALT ROOFING

The Roofing Made Upon a Principle. If It Isn't Right, We Make It Right



WHEN you buy PROTECTION BRAND Roofing you know that you deal with an old established concern, a concern in whom you may place your entire confidence. This company has been in business for many years and our reputation is a sufficient guarantee of our roofing. We stand back of every roll we sell and take the greatest care to turn out the best prepared roofing made today. The result is that complaints as to the quality of any roll of PROTECTION BRAND Roofing are very rare. We do not claim to be infallible, but should we receive a complaint, it will be immediately investigated and if any shortcomings are due to our negligence, prompt adjustment will be made.

Pleased Customers Our Best Advertisement

It gives us pleasure to refer you to people all over the country who have used PROTECTION BRAND Roofing with good results. Many railroads and leading manufacturers have roofed their buildings with it. Probably the railroad running through your own town is using it.

A Few of Many Users of "Protection Brand" Roofing

The United States Steel Corporation	Estate of R. E. Westcott
Pennsylvania Railroad	Produce Despatch
N. Y. Central & Hudson River Railroad	American Iron & Steel Mfg. Co.
Louisville & Nashville Railroad	Chesapeake & Ohio Railway Co.
Long Island Railroad	Tennessee Central Ry.
Lehigh Valley Railroad	Michigan Central Railroad
Mexican Internat'l Railway	Pennsylvania Steel Co.
General Electric Company	Lake Erie & Western Ry.
Atlantic Coast Line R. R.	Atlantic Refining Co.
Southern Railway	National Lead Company
Boston & Maine Railroad	New River Coal Co.
Hudson Maxim, Esq.	Westinghouse Machine Co.
Boston & Albany Railroad	Philadelphia & Reading Coal & Iron Co.
Pittsburgh & Lake Erie Railway	Norfolk & Western Ry.
Standard Oil Company	City of Cleveland Street Cleaning Department
Philadelphia & Reading Railway	Georgia, Southern & Florida Railway
Stonega Coke & Coal Co.	Grand Trunk Railway
American Woolen Co.	Chicago & Eastern Illinois Railroad
U. S. Government	Pocahontas Collieries Co.
Seaboard Air Line Ry.	United States Coal & Oil Company
Bangor & Aroostook Ry.	

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PROTECTION *BRAND* THE ROOFING

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